

TWENTY CENTS

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



# Hotpoint



SALE  
HOTPOINT  
MADE

Quality -- and in the Hotpoint Iron quality includes appearance, efficiency, economy and long life. Then comes price.

**\$5.00 instead of \$8.00 for 3 days only**

Special 3-day price. While quantities last.

For three Hotpoint days, September the 16th, 17th and 18th you can get this standard iron from any Hotpoint dealer in the Dominion for only \$5.00. This is the iron by which others have been judged for more than fourteen years.

The 3 lb. iron, which at the 6 lb., only weighs in, shows special value at \$5.00 during the 3 Hotpoint days, regular price \$7.45.

Each for the day -- To get a Hotpoint iron for \$5.00 (CND in Alberta and British Columbia) look for the store with Hotpoint signs in the windows. If no dealer is convenient send us the money and we will have the nearest dealer deliver prompt.

CANADIAN EDISON APPLIANCE CO., Limited

Stratford, Canada

SALES, THE  
EVEREADY SPOTLIGHT  
FOR THE HOME AND  
BUSINESS SERVICE

New -- 300 ft. beam  
and 300 ft. range. The  
light is 100 ft. beam  
light and 300 ft. range.

Age of the beam 100  
ft. beam is increased  
efficiency and power.

Watch attention to  
your handling of light  
in handling to avoid  
any damage to your

To attention to your  
"light" and to your  
handling of light in  
handling to avoid  
any damage to your

Contract to your  
handling of light in  
handling to avoid  
any damage to your

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any damage to your

Contract to your  
handling of light in  
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any damage to your



*Of course you'll take  
one home with you--*

**THIS** new Eveready Spotlight is  
the biggest achievement yet--  
and made by the folks that made the  
first flashlight ever created.

Besides doing everything any flash-  
light has ever been able to do, the

Eveready Spotlight has 7 great advan-  
tages all its own--and throws a strong-  
er light farther--"the flashlight with  
the 300-foot range."

Stop in and see this wonderful new  
Eveready Spotlight demonstrated. The  
most useful flashlight you ever picked  
up--at hardware, electrical, and auto  
accessory shops--gas--sporting  
goods, drug and general stores. Of  
course you'll take one home with you.

**EVEREADY  
SPOTLIGHT**

--with the 300 foot range

CANADIAN NATIONAL CARBON CO., Limited, Toronto and Winnipeg



### Why I prefer the Sovereign to other Electric Irons

BECAUSE it has a tapering nose, a cool handle, and is so beautifully balanced, it makes ironing seem a pleasure. Another feature is, it gets hot where the heat is most needed, namely, at the tips.

There is no hot time on ironing day. By the aid of a

## SOVEREIGN ELECTRIC IRON

The gliss of clothes that, instead of being shrunken at the start, is given a cool, cooling, as they are beautifully ironed.

\$6

The heavy-duty-plated finish of the "Sovereign" makes it gliss over the heaviest linen, requiring no extra ironing.

You can be so proud to possess the electric iron that will dominate your week's ironing with the least amount of fatigue to yourself. The "Sovereign" has truly been said to be "Smart in the Way an Ironing Day".

"MADE IN CANADA"

For Sale by Electrical Dealers Everywhere

Canadian General Electric Co., Limited  
HEAD OFFICE - TORONTO

Sole in Black, White, Grey, Blue, Green, Gold, Silver, and  
Electric, Gas, and Oil. (All other models, please refer to  
Sovereign, Electric, and Oil.)

# MACLEAN'S

FOUNDED 1881. MONTHLY  
The Best and Finest of Each Month.

JOHN BAYNE BAKER, President  
G. T. BAKER, Vice-President, & W. T. BAKER, Editor of Stories

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By order of the Board of Directors, the following is the list of contents for the month of September 1, 1931. The list is subject to change without notice. The list is subject to change without notice. The list is subject to change without notice.

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1000 UNIVERSITY AVE., TORONTO, CANADA



## Intersecting Car Tracks—a test of Tire Endurance

The edge of steel—the road-cutting menace that faces the city motorist on almost every street—the steel edge of the car track—makes a tire test that cannot be exceeded for rigor by any of the spicy varieties of tire experience. The "Cross Tread" Gutta Percha Tire—cord or fabric—has a carcass strength that defies the knocks and blows that would be sudden death for a weaker tire.

Remember, when choosing a tire, that it is the built-in strength of a carefully-made and rigidly-inspected and thoroughly-approved standard tire that gives you the service you pay for and have a right to expect.

## "GUTTA PERCHA" TIRES (CORD) TIRES (FABRIC)

"Go as Far as You Like on 'Gutta Percha' Tires"

Gutta Percha & Rubber, Limited

Head Office and Factory: TORONTO

Branches in All the Leading Cities of the Dominion





























































The many good things  
you can make

**GOOD**—in appearance, good to the taste; good, from the standpoint of health! Sweet and wholesome fancy breads—hot dinner rolls—flaky, tasty pies and cookies—light, rich cakes—fluffy doughnuts—crisp biscuits—and the most enticing of table delicacies are assured when you use Swift's Cotosuet Shortening.

Also splendid for frying—cooks without burning; tasteless and odorless.

"Swift's Cotosuet" is more economical because you only require two-thirds the quantity you would use of lard or butter.

Swift's Cotosuet  
Shortening

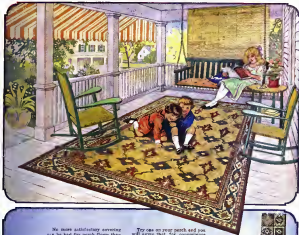
is always fresh and good—pure and wholesome—manufactured under Government inspection. Order a gal today from your Butcher or Grocer—used to suit all households.

Swift Canadian Co.  
Limited

Swift's Cotosuet Shortening is a registered trademark of Swift Canadian Co. Ltd.



# LINOLEUM RUGS <sup>for the</sup> Porch



No more antiseptic sweeping can be had for porch floors than Linoleum Rugs.

You do not have to tack them down for Linoleum Rugs lie flat on the floor, even the strongest wind will not make them curl. And yet they may be moved about at will.

Rugs do not tear or injure their rich colorings. Mud, sand and dirt can be quickly cleaned off with a mop.

Try one on your porch and you will agree that the convenience and economy Linoleum Rugs cannot be equalled.

Linoleum Rugs are also appropriate for use throughout the house. They brighten up the room and make housework easy since feet are the housewife's best friend.

Your dealer will gladly show you the many patterns that may be had. Brightly illustrated will indicate how rich are these beautiful colorings.

All leading Dry Goods Stores, Departmental Stores, Furniture, House Furnishings and General Stores throughout Canada sell them.

Look for the strong square back when buying.



# Easy and Efficient



Old Dutch Cleanser makes scrubbing easy. Does more and better work; saves time and labor. Cannot roughen or redden the hands. The quality insures economy.